

WORK SESSION AGENDA

**CITY COUNCIL WORK SESSION
TUESDAY
DECEMBER 11, 2012**

**COUNCIL CHAMBERS
211 WEST ASPEN AVENUE
6:00 P.M.**

1. Call to Order

2. Roll Call

NOTE: One or more Councilmembers may be in attendance telephonically or by other technological means.

MAYOR NABOURS
VICE MAYOR EVANS
COUNCILMEMBER BAROTZ
COUNCILMEMBER BREWSTER

COUNCILMEMBER ORAVITS
COUNCILMEMBER OVERTON
COUNCILMEMBER WOODSON

<p><i>As a reminder, if you are carrying a cell phone, electronic pager, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to tonight's meeting.</i></p>
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3. Pledge of Allegiance

4. Public Participation (Non-Agenda Items Only):

Public Participation enables the public to address the council about items that are not on the prepared agenda. Public Participation appears on the agenda twice, at the beginning and at the end of the work session. You may speak at one or the other, but not both. Anyone wishing to comment at the meeting is asked to fill out a speaker card and submit it to the recording clerk. When the item comes up on the agenda, your name will be called. You may address the Council up to three times throughout the meeting, including comments made during Public Participation. Please limit your remarks to three minutes per item to allow everyone to have an opportunity to speak. At the discretion of the Chair, ten or more persons present at the meeting and wishing to speak may appoint a representative who may have no more than fifteen minutes to speak.

5. Preliminary Review of Draft Agenda for the December 18, 2012, City Council Meeting. *

** Public comment on draft agenda items will be taken under "Review of Draft Agenda Items" later in the meeting. Citizens wishing to speak on agenda items not specifically called out by the City Council for discussion under the second Review section may submit a speaker card for their items of interest to the recording clerk. The item will be called out during the second "Review of Draft Agenda Items" to allow citizens the opportunity to comment. Citizens are also encouraged to submit written comments.*

6. Presentation by Homer Rodgers, Assistant Deputy Director of the Arizona Department of Veterans Services, regarding a potential Veterans Home and Cemetery in Bellemont, Arizona.

7. Presentation regarding Flagstaff employee pension programs.

8. **Presentation of Feasibility Study Results-Composting Portions of Municipal Solid Waste within the City of Flagstaff.**
9. **Presentation on Flagstaff Convention & Visitors Bureau (CVB) Re-Imaging.**
10. **Support for the Coconino County Teacher of the Year Program.**
11. **Review of Draft Agenda Items for the December 18, 2012, City Council Meeting.***
** Public comment on draft agenda items will be taken at this time.*
12. **Public Participation**
13. **Informational Items To/From Mayor, Council, and City Manager.**
14. **Adjournment**

CERTIFICATE OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Flagstaff City Hall on _____, at _____ a.m./p.m. in accordance with the statement filed by the City Council with the City Clerk.

Dated this _____ day of _____, 2012.

Elizabeth A. Burke, MMC, City Clerk

Memorandum

6.

CITY OF FLAGSTAFF

To: The Honorable Mayor and Council
From: Elizabeth A. Burke, City Clerk
Date: 11/08/2012
Meeting Date: 12/11/2012



TITLE

Presentation by Homer Rodgers, Assistant Deputy Director of the Arizona Department of Veterans Services, regarding a potential Veterans Home and Cemetery in Bellemont, Arizona.

INFORMATION

As requested by Vice Mayor Evans and Councilmember Oravits and consented by a majority of Council, staff contacted Col. Strickland of the Arizona Department of Veterans Services inviting him to give a presentation on the potential veterans home and cemetery in Bellmont, Arizona. Col. Strickland was unable to attend; however, he asked that Mr. Rodgers, the Assistant Deputy Director, attend to make such presentation.

Attachments:

Form Review

Inbox	Reviewed By	Date
City Manager	Kevin Burke	11/09/2012 07:55 AM
DCM - Jerene Watson	Elizabeth A. Burke	11/09/2012 08:10 AM
Form Started By: Elizabeth A. Burke		Started On: 11/08/2012 04:07 PM
	Final Approval Date: 12/04/2012	

Memorandum

7.

CITY OF FLAGSTAFF



To: The Honorable Mayor and Council
From: Elizabeth A. Burke, City Clerk
Date: 12/04/2012
Meeting Date: 12/11/2012

TITLE

Presentation regarding Flagstaff employee pension programs.

INFORMATION

Alan Maguire has been invited to give a presentation to the Council and public regarding the City of Flagstaff's employee pension programs.

Attachments:

Form Review

Inbox	Reviewed By	Date
DCM - Jerene Watson	Jerene Watson	12/04/2012 08:39 AM
DCM - Jerene Watson	Jerene Watson	12/04/2012 08:39 AM
Form Started By: Elizabeth A. Burke		Started On: 12/04/2012 08:34 AM
Final Approval Date: 12/04/2012		

Memorandum

8.

CITY OF FLAGSTAFF



To: The Honorable Mayor and Council
From: Matthew Morales, Project Manager
Date: 12/06/2012
Meeting Date: 12/11/2012

TITLE

Presentation of Feasibility Study Results-Composting Portions of Municipal Solid Waste within the City of Flagstaff.

RECOMMENDED ACTION

No direction from Council is being sought. Staff is providing this background information for consideration when adopting the future Solid Waste Management Plan.

INFORMATION

One of the FY 13 Council Priorities includes "maintain and deliver quality, reliable infrastructure". In response, the Solid Waste Section established a goal to draft the Integrated Solid Waste Management Plan (Management Plan) for Cinder Lake Landfill. Successful implementation of the Management Plan requires the following tasks to be completed:

1. Gather necessary data
2. Determine triggers for implementation of future programs and infrastructure
3. Design and budget for the program needs and infrastructure
4. Allow the community to assess the programs' success after implementation

Staff has completed the first step of gathering relevant data. And we are following up on previous Council requests to determine the feasibility of a city-wide composting program. The study considered following two scenarios:

- Source-separated compostables delivered by businesses and residents to a conceptual processing facility
- Source-separated compostables in addition to commercial and residential compost collection services by the Solid Waste Section

Results from the study indicate that implementation of the first scenario is financially unfeasible. The second scenario could be feasible. However, the program is sensitive to market variables and therefore would need to be subsidized by City residents. In addition, a conceptual composting program is likely to compete with the interests of the existing recycle program for paper and cardboard.

Attachments: [PowerPoint](#)

Form Review

Inbox	Reviewed By	Date
Public Works Director	Erik Solberg	12/06/2012 01:41 PM
DCM - Jerene Watson	Jerene Watson	12/06/2012 01:51 PM
Form Started By: Matthew Morales		Started On: 12/06/2012 07:16 AM
Final Approval Date: 12/06/2012		

Feasibility Study Composting Portions of Municipal Solid Waste within the City of Flagstaff



Typical windrow composting Site Recycled Organics Unit, 2003

Presented by
The City of Flagstaff
Sustainability and Environmental Management Section
and
Solid Waste Section

Introduction

▶ Composting Defined

- Organics transform into a loose soil-like substance
- Typically aerobic–microorganisms use oxygen as a catalysts for metabolism
- Moisture rich–allows microorganisms to travel across the surface of the material

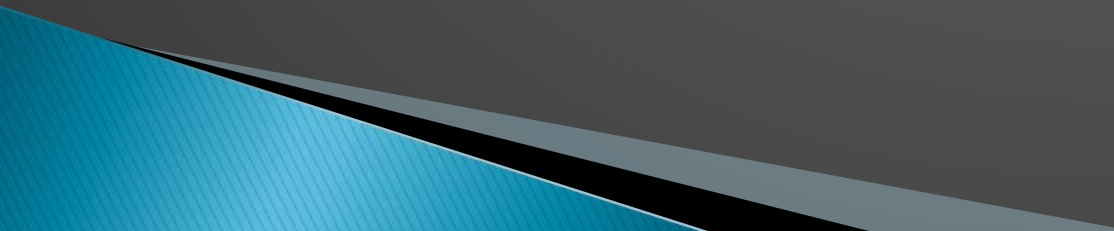
▶ Benefits

- Agricultural benefits
- Increases Diversion
- Mitigation of Greenhouse Gases

▶ Drawbacks

- Competes with other programs for paper and cardboard
- Odor
- Continuous monitoring

Discussion Items

- ▶ Solid Waste Management Plan
 - ▶ Why Composting?
 - ▶ Sources of Feedstock In Northern Arizona
 - ▶ How Much is available
 - ▶ How Do We Get it
 - ▶ Method of Processing Compost
 - ▶ Markets for Compost
 - ▶ Other Economic Factors
- 

Previous City Studies

- 1994 Sewage Sludge/Solid Waste Composting Feasibility Study (Black & Veatch)
 - “Incorporating co-composting into the current system would significantly increase solid waste disposal costs.”
- 2004 Solid Waste Audit (SEMS & Solid Waste)
 - Approx. 46% (by weight) of trash could be composted
- 2005 Compost Market Research and Marketing Plan (R. Alexander and Associates)
 - Report heeds “cautious optimism” moving forward
 - Successful marketing and distribution would not occur overnight
- 2012 Waste Audit (SEMS & Solid Waste)
 - Estimates organic fraction of waste from City residential & commercial collection services

Comparing Composting Methods



Wildcat SPB-20

Turned Windrows



Washington State University

Static Pile-Aerated Beds

Comparing Composting Methods



Washington State University



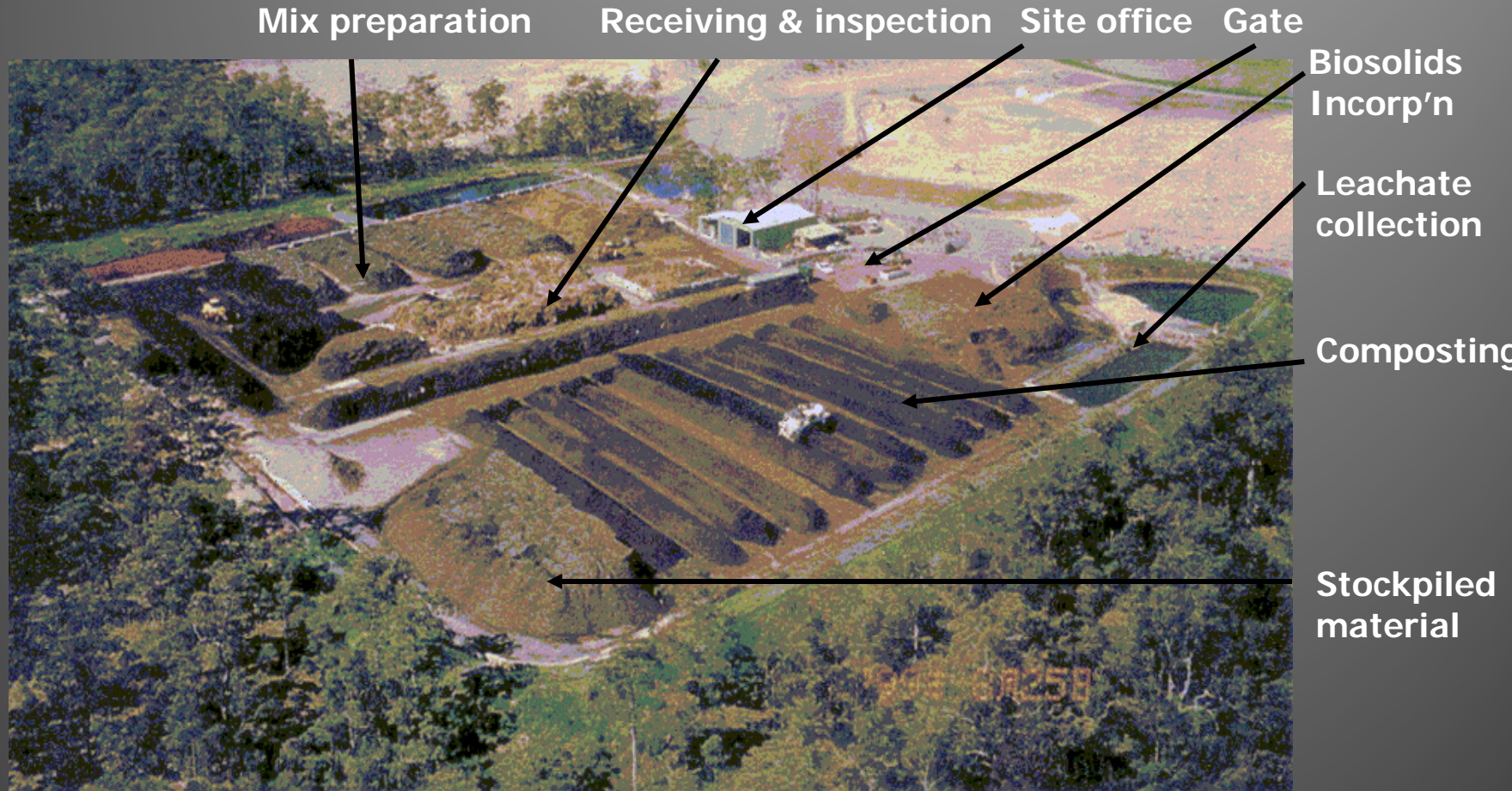
BioCycle Magazine

In-Vessel Systems

Anaerobic Digestion

Site layout – Windrow composting facility, Australia

9 Acres Required for Conceptual City Site



Typical Compost Facility–Wyong, Australia–Angus Campbell, 2003

Potential Feedstock In Flagstaff

▶ Residential Sources

- Cardboard and paper—would be competing interests for Recycle Program
- Food waste
- Wood waste—would be competing interest for landfill

▶ Organic Waste From Local Businesses

- Restaurant food scraps
- Organic waste from industrial sources
- Wood waste from construction activities
- Biosolids from Wastewater Treatment Plant

▶ 17,000 to 27,000 Tons Available Annually

- 9 Acres of Land Necessary

Comparing Capture Methods

▶ SOURCE– SEPARATED

- Delivered by citizens and private haulers to City–Owned site
- Advantages
 - Integrates with changes
- Disadvantages
 - High capital
 - Inconsistent feedstock

▶ CITY COLLECTION

- 2 Cans Vs. 3 Cans
- Sorting Facility
 - Public vs. Private
- Advantages
 - Consistent delivery rate
 - Consistent feedstock
- Disadvantages
 - High capital
 - High contamination

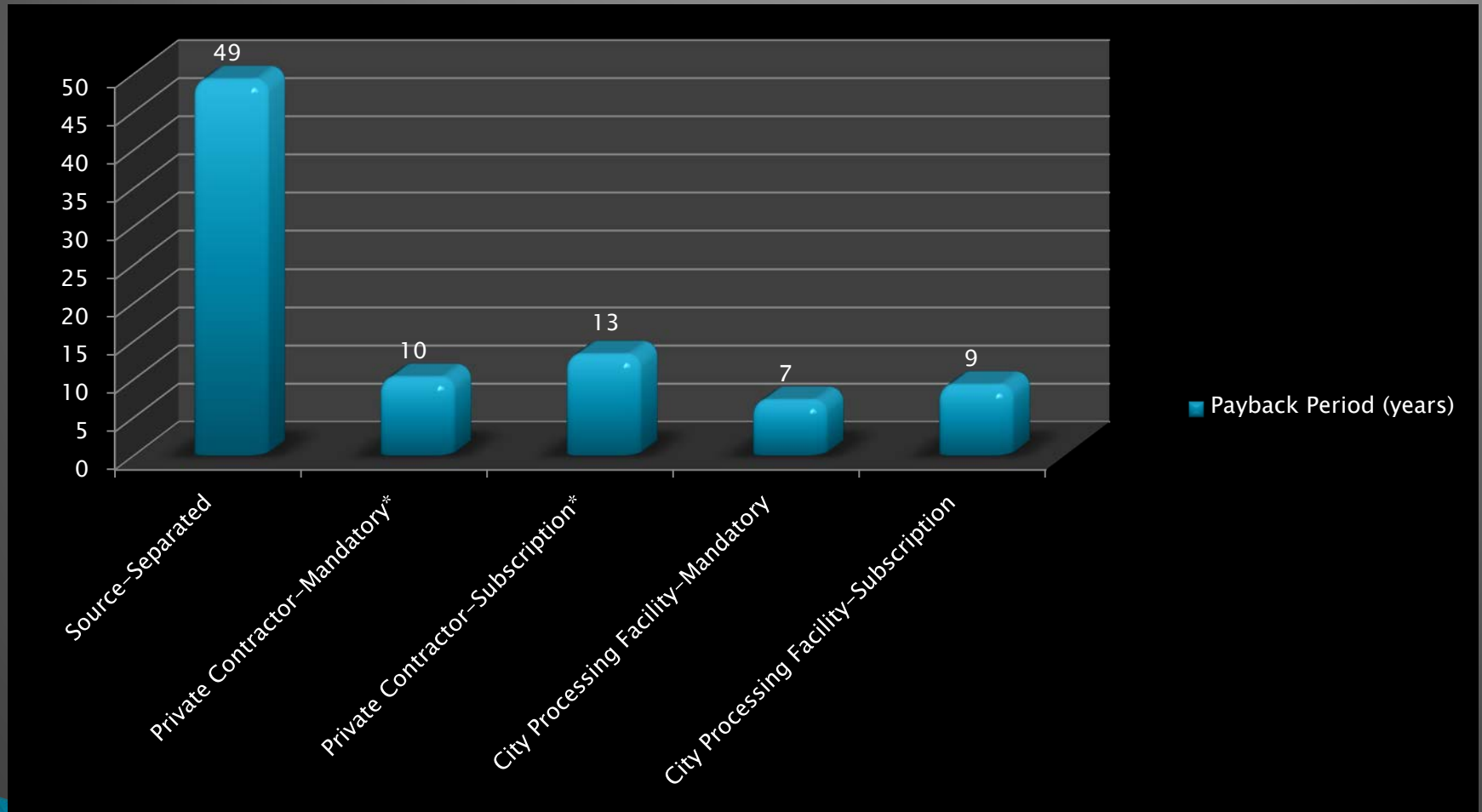
Scenarios Evaluated

- ▶ Source–Separation
 - Landfill Processing Facility
 - Capital–\$4.5 million
 - Annual O & M–\$900,000
- ▶ Source–Separation & City Collection
 - Private Processing Facility
 - Capital–\$17.6 million (50% assumed by City=\$8.8 mil.)
 - Annual O & M–\$1.9 million (City Collection Services)
 - Conceptual Processing Facility at Landfill
 - Capital–\$10.5 million
 - Annual O & M–\$1.9 million
 - Mandatory or Subscription Based?

Assumptions

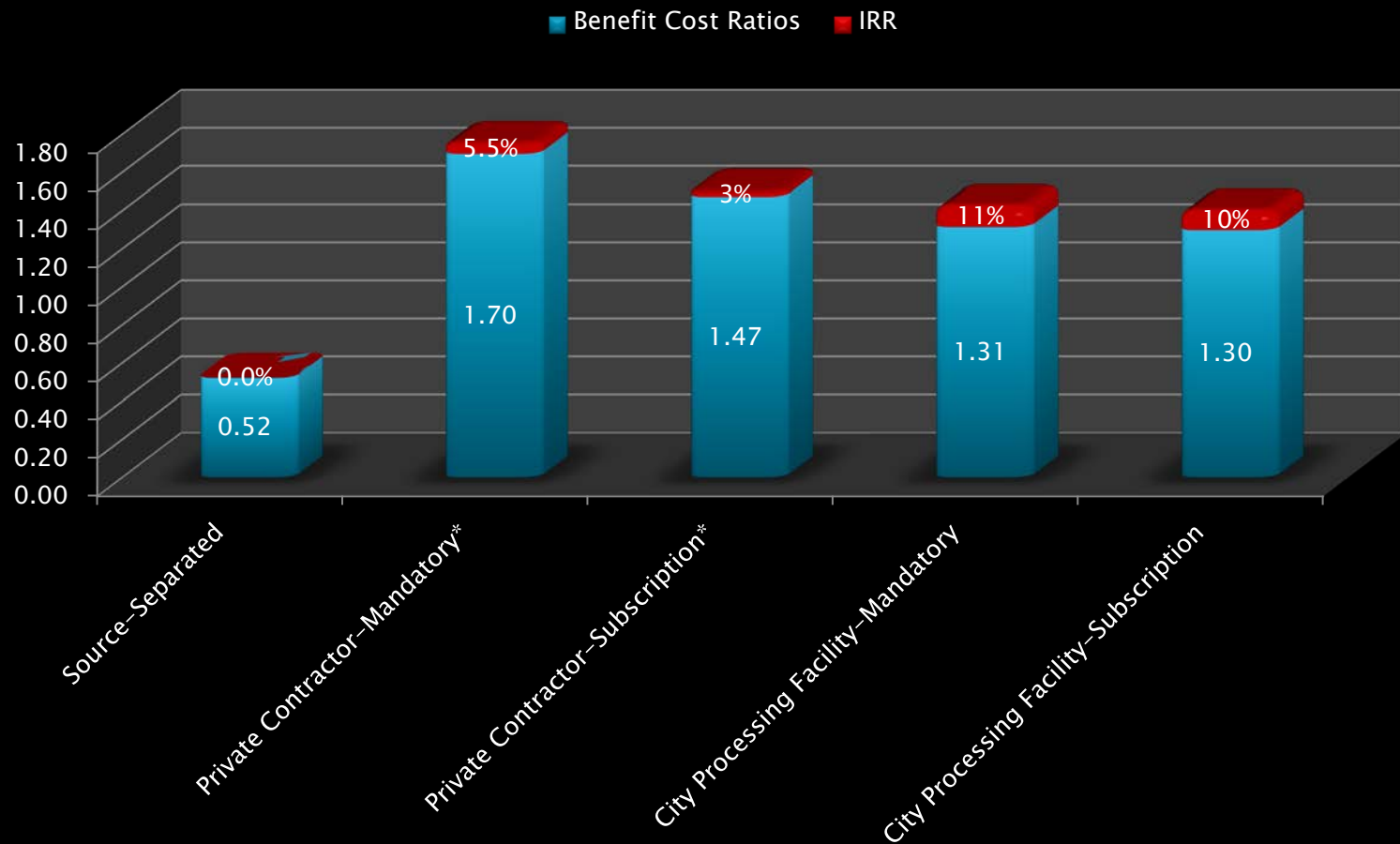
- 12% Commercial Participation
 - \$50 per month for 3 cubic yard service (2x per week)
- Markets
 - Value Markets–No Contamination Permitted
 - Wholesale \$14/cubic yard (*BioCycle*)
 - Bags \$5/bag (1 cubic foot) at Hardware Stores
 - Volume Markets–Non Agricultural
 - Wholesale \$6/cubic yard
 - 3% Increase in price per year
- City–Tip Fee \$28/ton (landfill=\$41.92/ton)
- Private–Tipping Fee \$35/ton

Payback Period for Five Scenarios



*Assumes 50% Cost/Revenue Share with Contractor

Benefit/Cost Ratio and Internal Rate of Return for Five Scenarios



*Assumes 50% Cost/Revenue Share with Contractor

Municipal Composting Trends

City	# of Carts	Container Size (Gallons)			Subscription	Mandatory
		32	64	96		
San Francisco	3	\$27.55	NA	NA		No Charge
Seattle	2	\$28.05	\$56.10	\$84.15	\$6.95	NO
San Jose	2	\$29.95	\$59.90	\$89.95	\$4.35/ MONTH	NO
Portland	2	\$28.20	\$37.80	\$43.80	\$18.35	NO
Flagstaff	3?	NA	NA	\$17.13	\$58.00 (5,000 Residents)	\$18.50

Observations

- ▶ Potential Landfill Airspace Savings
 - 1 to 4 years
- ▶ Compost Program Competes with Recycle Program
- ▶ 3-Can System for Residents (Recycle, Trash, Compost)
- ▶ Area Requirements
 - 9 Acres
- ▶ Capital Expenditure
 - \$8.8 to 10.5 million (Depending on Scenario)
- ▶ Cost Benefit Analysis Indicates High Sensitivity
- ▶ Rate Increase Would be Necessary
- ▶ SEMS-Continue Promotion of Backyard Composting
- ▶ Future Presentations
 - Landfill Gas Feasibility Study (January 2013)
 - Cell D Construction (February 2013)

Memorandum

9.

CITY OF FLAGSTAFF

To: The Honorable Mayor and Council
From: Heidi Hansen, CVB Director
Date: 12/04/2012
Meeting Date: 12/11/2012



TITLE

Presentation on Flagstaff Convention & Visitors Bureau (CVB) Re-Imaging.

RECOMMENDED ACTION

This item is for work session information and discussion only.

INFORMATION

The Flagstaff Convention & Visitors Bureau (CVB) is launching a re-imaging campaign in FY 2013 with a May 1, 2013 start date. The re-imaging effort includes an updated advertising campaign, new photography, visuals and graphs with current statistics, as well as a new website.

Background:

- In the tourism industry, it is common practice to review marketing campaigns periodically to determine their ongoing effectiveness. Our current campaign has seen high success over the past four years with a 71.1% increase in monthly web hits to www.FlagstaffArizona.org, a 7.7% increase in the BBB revenues, as well as leading the state in hotel occupancy percentage rates. The outcomes of our current campaign have met or exceeded expectations, but the time came to review our overall efforts for consideration of a new approach. Therefore, the CVB staff sought the advice from regional partners and the Tourism Commission to review our efforts to possibly seek out new methods to reach potential travelers and to continue to look for opportunities to improve and optimize our messaging and marketing activities. In addition to the visual aesthetics of the CVB marketing efforts, the various tools that visitors use to make travel decisions were also reviewed since these have changed greatly over the past four years. Based on these assessments, CVB staff was supported by the Tourism Commission in moving forward with a new image for the marketing campaign and tools used.

Guidance from a professional marketing firm was solicited, along with traveler input through focus group research, to determine the best way to move forward in marketing Flagstaff. We selected Off Madison Ave. as the firm to work with us. They conducted two focus groups in the Phoenix metro area and reviewed all current research that the CVB has on file. They compared this with industry research that they have access to in order to generate a creative brief to be used by the CVB to establish best practices and trends that should shape our promotional efforts and possibly create a new marketing campaign. The cost for this firm was \$25,500 and was completed May 2012. The focus group input and professional recommendations of Off Madison Ave. supported the independent conclusion drawn by CVB staff, the Tourism Commission and stakeholder input that it was time for a new campaign to best move forward in promoting Flagstaff more broadly in an effort to continue experiencing increases and stronger revenues from tourism as a return on investment.

CVB staff has created comps for the new campaign and shared these with the Tourism Commission as well as many of the stakeholders. Staff is currently employing all the avenues necessary for the May 1st launch, including print and digital advertising, website design, branding materials, sales and media kits and all other items deemed beneficial to promote Flagstaff as a destination for all seasons.

The presentation will include initial comps of these efforts and a walk through the steps the CVB staff is taking for this campaign.

Attachments:

Form Review		
Inbox	Reviewed By	Date
Economic Vitality Director	Elizabeth A. Burke	12/05/2012 11:35 AM
DCM - Jerene Watson	Jerene Watson	12/05/2012 02:27 PM
DCM - Jerene Watson	Jerene Watson	12/05/2012 02:28 PM
Form Started By: Heidi Hansen		Started On: 12/04/2012 01:37 PM
Final Approval Date: 12/05/2012		

Memorandum

10.

CITY OF FLAGSTAFF

To: The Honorable Mayor and Council
From: Elizabeth A. Burke, City Clerk
Date: 12/05/2012
Meeting Date: 12/11/2012



TITLE

Support for the Coconino County Teacher of the Year Program.

RECOMMENDED ACTION

Seeking City Council direction to the City Manager.

INFORMATION

The Coconino County Superintendent's Office is creating a Coconino County Teacher of the Year and two Ambassadors for Excellence awards to celebrate and recognize the incredible work that exemplary teachers do every single day with a broad professional community, and to show there is no more powerful occupation than being an exemplary educator. Further information on these newly-created awards is attached for your review.

City Council direction is requested as to whether the City would like to be a Recognition Partner. At a minimum, this would mean allowing the Superintendent's Office to use the City logo on material associated with this award. Council is also being asked to consider sponsoring and award or helping sponsor an award. As the flier indicates, sponsorship can range from \$75 - \$4,000. The City Manager would recommend that any funding in FY13 (our current fiscal year) come from savings in budgeted line items such as consulting or travel.

Attachments: [Flier](#)

Form Review

Inbox	Reviewed By	Date
City Manager	Kevin Burke	12/06/2012 07:44 AM
DCM - Jerene Watson	Jerene Watson	12/06/2012 09:22 AM
Form Started By: Elizabeth A. Burke		Started On: 12/05/2012 01:52 PM
Final Approval Date: 12/06/2012		

COCONINO COUNTY

TEACHER OF THE YEAR

2013

RECRUIT • RECOGNIZE • RETAIN EXEMPLARY TEACHERS

Coconino's top teachers are motivators, leaders, advocates and communicators. They are key to a world-class educational system.

The Coconino Superintendent's Office is committed to supporting and improving educator quality by creating conditions for teachers to flourish. This Recognition Event highlights exemplary teachers while initiating a new conversation around the foundation for a transformative educational system. If we truly want a world-class educational system, we must honor exceptional teachers.

Coconino County's Teacher of the Year and two Ambassadors for Excellence will become the models for Coconino County's schools.

Each of these teachers delivers a stimulating, insightful message about issues pertinent to education in Arizona.

The Teacher of the Year

- Open to all teachers, Pre-k through 12, in public or charter schools
- Can be nominated by a student, parent, community member
- Can self-nominate
- Applications must be turned in by January 15, 2013
- Three Finalists will be notified by end of February 2013
- Award event at High Country Conference Center May 9, 2013, where a cash prize will be awarded
- Will be nominated for the Arizona Teacher of the Year

WAYS YOU CAN HELP

- Nominate a great teacher in Coconino County
- Become a Recognition Partner and help fund the cash prize award or offer a prize to the Teacher of the Year Program
- Support great teachers by attending the Teacher of the Year Awards Banquet in May 2013 at High Country Conference Center, Flagstaff, Arizona



2013 COCONINO COUNTY TEACHER OF THE YEAR

Awards Luncheon

Thursday, May 9, 2013 11:30 a.m.

High Country Conference Center, Flagstaff

Recognition Partner Levels and Benefits

☐ **National Merit Scholar Sponsors - \$4,000**

Sponsor the Teacher of the Year (T.O.Y.) who will be honored at the luncheon. Benefits: * Three Preferential tables for 8 at luncheon to include Teacher of the Year and 1 of his/her guests; advertising space on web site and all related materials, monies going to cash prize.

☐ **Valdictorian Sponsors - \$3,000**

Sponsor the Teacher of the Year – for the cash prize. Benefits: * Two Preferential tables for 8 at luncheon to include advertising space on webpage and all related materials to the T.O.Y. campaign.

☐ **Salutatorian Sponsors - \$2,000**

Sponsor the Teacher of the Year Cash Prize. Benefits: * One Preferential Table for 8 at luncheon to include advertising space on web page and all related materials to the T.O.Y. campaign.

☐ **Honor Society Sponsors - \$1,000**

Sponsor one of two Ambassador's of Excellence cash prize. Benefits: * One Preferential table of 8 to include 1 Ambassador with his/her guest. Advertising space on website and all related materials to the 2013 T.O.Y. campaign.

☐ **Straight A Sponsors - \$750**

Sponsor one of two Ambassador's of Excellence Cash Prize. Benefits: *One table of 8 for luncheon to include 1 Ambassador with his/her guest. Advertising space on website.

☐ **Honor Roll Sponsors - \$500**

Benefits: *One table of 8 and advertising space on website and cash prize going to Ambassador of Excellence.

☐ **Graduate Sponsors - \$250**

Benefits: *Four Individual seats at luncheon, advertising on website.

☐ **Upperclassman Sponsors - \$150**

Benefits: *Two Individual Seats at luncheon, advertising on website.

☐ **Sponsor a Lunch for a Teacher - \$75**

Benefits: *One individual seat at luncheon, pay for partial seat for a Teacher.

To show your support as an individual.....

Event Attendance

- ☐ Individual Seat at the Luncheon - \$50



Complete and return this form by November 30, 2012
Coconino County School Superintendent
2384 N. Steves Blvd., Flagstaff, AZ 86004
(fax: 928 679-8077)

Company Name and Contact:

Phone Number:

Email:

Street Address:

City, State, Zip Code:

Questions? (928) 679-8070 or
cgarrison@coconino.az.gov

